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ABSTRACT

This manual is designed for use in developing successful workshops for training refugee entrepreneurs. The goal of such workshops is described as that of providing selected groups of refugees (especially Ethiopians, Somalians, Laotians, Cambodians and Vietnamese) with imformation that will help them to go into business or to make better decisions if they are already in business. The first section, on workshop organization, discusses workshop purpose, participants (organizational staff, refugees, and speakers), budgeting, publicity, logistics, and program content. Running the program is discussed in the second section, with suggestions given on scheduling, registration processes, question and answer sessions, and forms and forms returns. The third and final section deals with follow-up activities, including certificates of completion, written question response, and personal assistance. Appendices contain schedules, forms, bibliographies, and other materials used at past seminars, a list of Small Business Administration Field Offices and publications, and a list of State commerce and industrial development departments. (KH)

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ENTREPRENEURIAL TRAINING FOR REFUGEES:
A Training Guide

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ENTREPRENEURIAL TRAINING FOR REFUGEES:
A Training Guide

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ENTREPRENEURIAL TRAINING FOR REFUGEES
A Training Guide

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This manual is designed to help develop successful workshops for training refugee entrepreneurs. It is our hope that the following information will be beneficial to those who contemplate developing such workshops.

This manual consists of three main parts: how to organize the workshops, how to run the workshop, and what major follow-up activities need to be considered. Each section will be discussed in detail. Forms and materials that have already be used in the past will also be included where relevant.

I. ORGANIZING THE WORKSHOPS

A. Workshop Purpose.

The ultimate goal of the entrepreneurial training workshops will be to provide to some selected group of refugees the necessary information that will help them to go into business or to make better decisions if they are already in business. The specifics of the training content will be discussed later.

B. Workshop Participants.

This section delineates the major participants in the workshops. Three major groups are involved directly in the workshops, with a number of other groups involved indirectly. The three direct groups are: the organizational staff; the refugee participants, and the speakers. The indirect groups include: voluntary agencies (volags), community associations, and funding agencies. Each will be discussed in turn.

1. Organizational staff. There is a great deal of work that needs to be done to organize a successful workshop. Rather than delineate all of the specific jobs and responsibilities, what follows are general descriptions of the job duties of the major staff members. Please note that the number of staff members and the division of labor among them is up to your discretion. In addition, it should be noted that not every task listed in this manual has been assigned to a particular staff member - it may happen that in your particular organization the distribution of skills and interests may dictate a different division of labor. Three positions are of major importance: the coordinator/director, the moderator, and the support/clerical staff.

a. Coordinator/Director. This person's essential function is to put everything together - to make sure that all of the tasks listed in this manual are performed. He has the ultimate responsibility for making sure all goes right. This does not mean that he must personally do the tasks, but it does mean that he must be sure that the tasks get done.

b. Moderator. This person's essential function is to make sure that the actual workshops themselves are running smoothly. His jobs include introducing the speakers; making the transitions from one part of the workshop to another; keeping track of time for the speakers and of the question and answer sessions; and, making any announcements or remarks necessary for the smooth running of the workshop. Our experience is that these workshops are very easily sidetracked through poor time management. Thus, the role of the moderator is very important.

c. Support/Clerical staff. In a sense, they can be thought of as the people who actually do the work . As can bee seen from

the scope of activities required to put on a successful workshop, this encompasses a lot of different activities. The reader need only refer to the various sections of this manual in order to gauge the amount of work and the number of workers required

2. Refugee Participants. Since the whole point of the workshops is to provide entrepreneurial training for refugees, it is clear that getting participation by the refugees is crucial to the workshops' success. Which refugees ought to attend? Since the intent of the workshops is to produce successful entrepreneurs, the selection of participants is greatly simplified. Effectively what takes place is a self-selection process. Given knowledge that a series of workshops will take place on a certain set of days, in a certain place, those refugees who are most motivated (and consequently, we believe, the most likely to succeed in business) are most likely to attend the workshops. Those refugees who are less serious about succeeding in business are less likely attend. While this may sound rather harsh, it must be realized that success as an entrepreneur depends, in part, on the motivation of the individual. If certain refugees do not have the motivation or the desire to take a risk necessary to attend the workshops, then business training may be less than useful for them anyway.

We should also note that it has been our experience that there should be no problem in presenting workshops to mixed groups of refugees (Vietnamese, Cambodians, Laotians, Ethiopians, and so on). This seems to be due to a common motivation on the part of those attending the workshops - i.e., make it in business in the United States. Of course, if there are disproportionate numbers of one or more refugee groups attending

the workshops, there should be no discrimination toward that large group. For example, if most of the group at one workshop happens to be Ethiopian, there should be no special provisions for them. Part of the reason for this is to provide as nearly equal benefits to all those attending. Of course, should you decide to run separate workshops for individual refugee groups, then this advice would not hold.

3. Speakers and sources of speakers. There are a number of sources from which suitable speakers can be invited. In these workshops, you are trying to make as little a trade-off between the following: relevance to the particular needs of small business and, good content (i.e., all that should be covered, is covered effectively). Although this may not necessarily seem to be a problem, our experience indicates that one may have problems here. It is possible to find people who have excellent credentials in terms of success in the business world (successful entrepreneurs). Indeed, their experiences are often most fascinating. However, their experiences are in some cases too specialized or too self-aggrandizing to be of much practical value to the refugees (e.g., How I made a fortune in real estate). The point is not that these speakers do not have the knowledge about running a small business, but what seems to happen is that the character of the workshop changes from being provision of useful information to something closer to a pep rally or an inspirational service. On the other hand, it is possible to get speakers who have the proper knowledge, but are actually unable to relate that knowledge to the needs of the refugees. An example here could be getting too academic of a professor to present the material. The consequence in either case

is the same, the level of learning of useful information is limited. Where are such speakers located? We advise finding speakers with the following combination of experience: small businessmen who have some extensive teaching experience (these businessmen can be identified through area colleges and universities - such businessmen are at times called upon to teach in a part-time capacity at the schools); academics who own their own small businesses (consulting businesses do not count); retired executives who are members of SCORE (Service Core of Retired Executives). If you can find refugees who meet these categories, by all means, use them . In fact, a successful refugee may be an excellent keynote speaker.

4. Support Organizations. The support organizations are the indirect participants in the workshop. They play a crucial role in making the workshops a success. Typical types of support organizations will be listed later under the subhead "Publicity: Organizations." These organizations can be very helpful in answering the following questions: How are refugees to be recruited to attend the workshops? Where will the workshops be held? How to create contacts and gain support from Mutual Assistance Agencies (MAAs). In all of these cases, a great deal of assistance can be had from these outside agencies.

C. Budgeting.

This section is intended to be merely illustrative of the kinds of costs involved in the planning of the workshops.

1. Personnel Costs

	Hours	Rate	Cost
Administrative Time			
Planning Time			
Workshop Time			

subtotal _____

Staff Time:
Planning Time
Workshop Time

subtotal _____

Speakers:
Person/Position Rate:

subtotal _____

Personnel Costs _____

2. Non-Personnel Costs

Rent

subtotal _____

Utilities Cost
Item:

subtotal _____

Supplies (Planning & Conference)
Item:

Cost

subtotal _____

Printing & Duplicating
Item

Cost

subtotal _____

Advertising & Publicity

subtotal _____

Telephone (planning & workshop)

subtotal _____

Travel (planning & workshop)
Person:

subtotal _____

Non-personnel Costs _____

Institutional Overhead Rate

Total Personnel Costs _____

Total Workshop Costs _____

D. Publicity.

Contact with the following organizations and performing the following activities have had a positive effect on increasing workshop awareness and increasing refugee attendance:

1. Organizations. There are two major types of organizations voluntary (volags) and governmental.

a. Volags. A large number of refugees can be contacted through the various volags that assisted in refugee resettlement. To indicate the number and diversity of volags that may be available in your area, the following were listed and contacted for our workshops in Philadelphia: Fellowship Commissions, Nationality Service Center, U.S. Catholic Conference, Lutheran Children and Family Service, and, Jewish Family Services. One should also contact local mutual assistance associations (MAAs). In Philadelphia, we contacted: Vietnamese Association of Greater Philadelphia, Indochinese Council, Cambodian Association, Laotian Association, Ethiopian Association and the Overseas Chinese Association. Again, you ought to check your local area for the particular organizations that are in operation. Finally, the various local chambers of commerce were also requested to assist in promoting the workshops. In Philadelphia these included: Greater Philadelphia Chamber of Commerce, West Philadelphia Chamber of Commerce, and the Vietnamese Chamber of Commerce. We cannot guarantee that all of these organizations can provide useful contacts in the refugee community. It is our belief, however, that it does not hurt to contact them anyway. A sort of "leave no stone unturned" approach to recruitment.

b. Governmental Organizations. There are a number of governmental organizations that can be quite useful in helping to

promote the workshops. The Office of Refugee Resettlement of the U.S. Department of Health and Human Services is particularly useful in terms of arranging contacts in the refugee community. The U.S. Small Business Administration is particularly useful in providing materials for distribution and also for providing speakers. We also advise contacting your state government's small business office as well as the small business section of your city government. In some cases, county governments will also be able to provide information. In the cases of state and local governments, they can usually provide both information (in terms of publications for free distribution) and speakers.

2. Press. If you desire press coverage of the workshops, we suggest that you provide ready-made copy for them. That is, you should be able to hand to radio and TV stations copy that is ready to read on the air (public service announcements). It should be noted that the number of stations that provide this service is dwindling. Ready copy should also be provided to newspapers - both English and foreign-language. Generally, you ought to write the article and have it translated into the appropriate language(s). Such translations could be a contribution from one or more volags or MAAs. If getting press coverage will entail the expenditure of a great deal of time, we advise that you spend your time elsewhere. Although it may be personally gratifying to see one's name in print, the net result of press coverage seems to be few additional participants.

3. Direct Mail. A third method for reaching refugees is through the use of various forms of direct mail. With lists of names supplied by volags and MAAs it may be possible to reach some additional participants who might otherwise not be aware of

the workshops. Of course, it must be noted that direct mail is a relatively expensive method for reaching refugees.

4. Posters and Fliers. An inexpensive method for spreading word about the workshops is to place copies of workshop announcements in restaurants, groceries, churches, meeting halls, and other places where you think there would be high visibility to the refugee populations. In addition, we were able to distribute the announcement to refugee students through the School District of Philadelphia. Such access to students may or may not be available to you in your particular locality.

5. Personal Contacts. In our opinion, this is one of the most important activities used in recruiting. The director and his associates should be known and well respected by the refugee communities. He and his staff should frequently consult with MAA leaders in order to receive their inputs on improving the recruiting strategies as well as getting their cooperation in implementing the project. Attending the refugee community meetings to explain and promote the benefits of the project is very highly recommended.

E. Workshop Logistics

This section will deal with choice of meeting place, the room set-up, and use of audio-visual equipment.

1. Meeting Place Choice. A series of questions needs to be answered in order to choose an optimal workshop site. The following aspects need to be considered:

a. Workshop length. In particular, a workshop that overlaps any of the normal meal times would require a site that either has its own eating facilities or is located convenient to outside eating facilities. In addition, length of the workshop may have

an impact on parking. For example, in virtually all major cities there are time restrictions on metered or on-street parking. If the length of the workshop is longer than the normal time period for on-street parking, then a site that provides only on-street parking would require, at a minimum, some recognition of this parking problem. Finally, some parking facilities charge by the hour, by the half-day or by the day. Given budgetary constraints, different sites with different pricing structures may be more or less attractive.

b. Impression creation. The concern here is primarily with establishing the credibility of the workshop. Although some sites may be less expensive and more conveniently located, it is our belief that for this kind of workshop, it may be wise to trade-up to a more costly and more prestigeous site. Thus, for example, although a number of organizations such as churches and community centers do have meeting rooms that have the capacity for a workshop of 100 or more participants, the lower status involved in using such facilities we believe argue against their use. To some extent, what we are trying to establish is an image of success. The use of appropriate facilities is thus necessary.

c. Location selection. This depends to a large degree upon the location of the participants. Participants in this sense refers to the trainees. Location of workshop organizers and speakers is of less concern. It need not be belabored that the site ought to be readily accessible to the refugees. Thus, centrally located sites would seem to be appropriate. Of course our experience in Philadelphia indicates that those in the refugee community who are interested in receiving such training are willing to travel some distance to get the training. The

general rule is that the site ought not create too large a hardship in terms of travel time and cost. Training provided at great distance from the refugee community is not likely to be successful in attracting participants.

d. Number of participants. It is important that the workshop organizers get some sense from community leaders and volags just how many can be expected. As a general rule, it is much better to have too small a room than too large a room. In a small room, you can pack in more people (within limits of the fire codes, of course). In a large room, having many empty seats gives the impression that the workshop has been a failure both to the participants and the organizers. For example, 100 people in a room designed to hold 100 appears to be a success. However, if the room you have selected holds 500 and you succeed in attracting 200, the workshop appears to have been a failure (just look at all those empty seats).

e. Accessible to public transportation. In general we have not found inaccessibility to public transportation to be a major problem. This may be due to the fact that the site selected had very good parking and that the participants were well advised of the parking situation. If the site you prefer does not have suitable parking, but is otherwise an acceptible site, then the availability of public transportation becomes an issue. In addition, if parking is thought to be a potential problem, information regarding public transportation alternatives need to be included in the announcement.

f. Meeting State and Federal Guidelines.Does the site meet Federal guidelines for the handicapped? Generally, most newer, major hotels and motels meet such guidelines. Nevertheless, this

ought to be verified.

g. Food and beverages for participants. Federal contracts do not allow for the provision of food by the contractor. However, this does not mean that other groups cannot voluntarily bring food to the workshop. In general, we advise against the provision of such food (the exception being in the case of all-day workshops). It is likely that part of the rental price of the site will include provision of water, and sometimes tea and coffee. This is usually sufficient for an afternoon workshop. A morning workshop may require provision of breakfast pastries (this is up to your discretion).

h. Site selection and "political" ramifications. In our opinion, it may not be advisable to choose a community center of one particular refugee group or a site that is particularly identified with one refugee group. The goal is to eliminate perceptions that the workshop is for one refugee group to the exclusion of others. Thus, the choice to hold the workshops in a Vietnamese community center or church may deter other groups (such as Cambodians, Laotians, of Hmong) from attending. If, however, the workshop has been designed for one particular refugee group, this objection does not hold.

i. Other site selection considerations. What follows are a list of things to look for in the choice of a room. These factors are more important in terms of physical comfort rather than for any other strategic reason.

- avoid rooms with internal columns (blocks view of participants)

- prefer a too cool room to a too hot room (as the workshops go on, body heat will warm the room considerably)

- try to isolate the room from distractions (other meetings, music, etc.)

- make sure the room has sufficient electrical outlets for any equipment you intend to use

- if you intend to make coffee, make sure water is available

- if a winter workshop, make sure that there are places to hang coats.

- make sure that extra chairs are available (in this regard availability means that they are not locked up on Saturdays)

- make sure that tables are available for registrants and speakers

- make sure restrooms are available and acceptable.

2. Meeting Room Setup. What follows are some basic considerations in setting up the room.

a. Do not place chairs so that participants are in too strong of a light (includes placing chairs by windows)

b. Provide a separate table for registration and materials handouts

c. Provide a separate table/area for coffee. Make sure that the necessities for making coffee are there (cups, utensils, cream, sugar, and so on).

d. Make sure that the chair placement is completed well in advance of the workshop. We advise using a classroom style chair set up. If you have a small group and available tables, this is the ideal. For a large group, rows of chairs are acceptable. Do not seat participants around tables as this encourages a great deal of socializing and extraneous conversation.

3. Audio-Visual Equipment. What follows is a listing of some of the major types of audio-visual equipment that you may be

likely to need for the presentations as well as advice about the suitability of each piece.

a. Lecturns. There ought to be at least one lecturn from which the speakers will present. If you are renting space from a commercial establishment (such as a hotel) the lecturn is usually provided as part of the package. Please note that you ought not assume that such equipment is provided, so make sure in your initial inquiries that it is provided. If you are not renting from a commercial establishment, do not assume that there will necessarily be a lecturn available for you to use.

b. Microphones. We have been impressed with the high level of attention of the participants in the workshop. Such high attention levels have generated for us a minimum of room noise. Nevertheless, it is a prudent policy to provide for a public address system regardless of the room size. It is always possible to have speakers who speak too quietly, to have participants who are hard of hearing, or to have a group that is unusually rowdy. It is better to be prepared. Again, if you are renting from a commercial establishment, it is most likely that microphones and a public address system will be available to you as part of the rental fee. Again, do not assume that microphones are provided, so make sure that they will be provided. If you are renting from some other establishment, make sure that microphones will be provided. It is also good policy to check the operation of the equipment well in advance - you want to reduce the number of surprises and have as smooth and professional a workshop as possible. One additional aspect ought to be noted here that will be elaborated on later - if you are using microphones, it may be a wise idea to have a tape recorder (either audio or video) in

operation during the workshop to get a running record of the proceedings.

c. Easels. If your speakers bring charts, diagrams, etc., you will need a support stand. Please note, however, that we suggest that any necessary charts, diagrams, illustrations, and so on be reduced to a smaller size, reproduced, and distributed to the participants so that each has his/her own individual copy. Our experience is that the participants tend to be passive listeners and do not take notes. Consequently, materials presented only on easels are not likely to be copied by the participants.

d. Slides, film strips, etc. As in the case of easels, the use of other visuals that are not reproduced for the participants is not recommended. Materials that are only available in these forms is not likely to be as useful to the participants as materials reproduced and distributed.

F. Program Content

This section will deal with two major areas: what is to be covered (the topics) and also the sources of materials (handouts).

1. Topics. Before we get into the specific topics to cover, we think a word about the psychology of those attending the workshops is in order. We have observed that there is a great deal of interest in these workshops. There is a general belief among the people attending the workshops that going into business is a sure-fire way to get rich in America. While it is possible to get rich by running your own business, it is by no means sure-fire (this is attested to by the fact that the vast majority of new businesses fail within two years of operation. A more

appropriate statement may be that going into business is a sure-fire way to go broke. The goal of the workshops ought not be to paint a rosy picture of being an entrepreneur. Far from it. The goal is to provide information that will allow the refugee entrepreneurs stand more of a chance to succeed. Perhaps the most important topic to be covered, then, is the success in business is the result of hard work and knowing the full set of skills required of a businessman.

In general, the topics you ought to cover should cover essentially all major areas involved in running a business. To get a list of such topics, you may choose to follow the schedule of topics in almost any entrepreneurship textbook. The topics covered in our three Philadelphia workshops can be seen by looking at the workshop schedules in the Appendix (pages A-1 to A-3). Also included are translations of the third session into the various languages of the refugee participants (Appendix pages A-4 to A-9). If your particular funding agency requires certain topics to be covered, then by all means cover those topics. Usually, however, there will be some room for you to select your own agenda.

What follows are some notes on some of the suggested topics to be covered. Depending on your particular group, you may choose to add or delete topics.

a. Disadvantages of going into business. We presented this first as a kind of "sobering-up" topic. We have observed that refugees seeking to go into business see business as a quick way to get rich and are often ready to rush into it blindly - often with catastrophic results.

b. Accounting & Taxation. The emphasis here is fundamentally

on the importance of these activities rather than on the specific techniques, although one of the segments could be on simple record-keeping systems.

c. Marketing. This is a very important topic, yet this activity is not usually considered by refugees entering into business or is at best considered as a trial and error learning process. Again, refugee entrepreneurs as a group are more interested in getting into "business" and not particularly worried about what business they are getting into (this, by the way, is often a characteristic of many domestic entrepreneurs). The lack of a marketing orientation can lead to business failure, hence it is important to include in the workshops.

d. Managerial skills. We have not given a great deal of attention to this aspect of running a business as we anticipate that, at least at the start, these businesses will be family run operations. Such types of operations have markedly different kinds of managerial problems than do non-family run businesses.

e. Financial information. When asked what they want out of the seminars, most refugees will respond with some variant on "How and where do I get money to start a business?" Because of the high interest level, we left the finance topic for last. The mechanics of applying for loans is not difficult. The difficult part of convincing the lending agencies that one has the appropriate business skills to make the business a success (and thus pay off the loans). If the focus of the workshops leans too much toward getting funding, then, in our opinion, the point of the workshops will not be accomplished. It is just too easy in this society to lose a lot of money on bad ideas and businesses.

2. Materials. Ideally, it would seem that the materials

provided to the participants should be in their native language. However, there are a number of problems associated with this practice. First, since most business dealings will need to be conducted in English, those refugees who seek entry into the business world need to be able to speak English. Provision of materials in translation will not help achieve the goal. Second, there is not a large stock of materials that have already been translated, and those that have been translated are not necessarily available in all languages desired. Thus, there is a trade-off between providing materials in translation and the quantity of materials provided. As the demand for translation increases, the quantity of materials provided decreases. We have thus made a conscious decision not to provide materials in translation, but rather provide them in English only.

We have found it is possible to provide each participant with a fairly large array of materials at very little cost. The U.S. Small Business Administration has published an excellent series of guides on various aspects of running a small business. Attached in the Appendix (pages A-10 to A-12) is a list of SBA offices and a copy of the SBA order form for these materials. Also attached in the Appendix (pages A-13 to A-15) is a copy of the list of materials that were distributed during our training workshops. As can be noted, there was extensive use made of SBA materials. We have found that the SBA has been most cooperative in providing copies of materials in quantity. In addition to SBA materials, you ought to check with the other levels of government for materials. In general, the lower the level of government, the less quantity of materials will be available. This of course, will vary from location to location. At the state and local

level, the most useful materials will be materials detailing how to operate a business in compliance with state and local laws. Attached in the Appendix (pages A-16 to A-19) are lists of the various state government agencies that would be most useful to contact.

II. RUNNING THE PROGRAM

A. Program Time Schedules

1. Time and Length. There are two considerations here: what is the best day and what is the best time and length.

a. Best day. By far, Saturday workshops are the best. Weekday workshops will be poorly attended - people are not likely to take off work just to attend these workshops. Sundays are a second choice, but for many, Sunday presents conflicts with other activities. These reasons apply not only to the refugees, but also to those who are presenting the workshop (administrative staff and the speakers).

b. Best time and length. As will be seen shortly, there are essentially two blocks of time that may be suitable for the workshops: morning and afternoon. Our preference is for afternoon workshops, although this can be modified at your discretion. In any event, the workshop ought either begin after lunch or finish before lunch.

We do not think that all day workshops are advisable. This is our belief for a number of reasons. First, long workshops are too easy to go off schedule. The time of all concerned is valuable and so is the information presented near the end of the workshop. If the workshop runs too long either the end of the workshop must be sacrificed or the length of the workshop must be extended. In practice, what happens is that the material at the

end of the workshop gets the short end of the stick. Second, the capacity of the refugees (and any one for that matter) to endure eight hours of discussion about small business and entrepreneurship is limited. Attention levels and interest levels will surely fall near the end of the workshops. We thus advise either a morning session (running from say, 8:00 to 1:00, or an afternoon session running from about 1:00 to 5:00. The agenda sheets attached in the appendix (pages A-1 to A-3) give examples of afternoon workshops. The other item of note is that these workshops do not run straight through for four hours. In fact, the workshop at their longest will run for two hours. At a maximum, there should not be more than 2 hours between breaks. This is at a maximum. (If you have ever had a class that lasted for 2 hours, you will realize that this is a very long period of time indeed. We advise going for no more than 90 minutes or so before taking a break. The first break can be after a longer period than the second break (thus, session of 90 minutes, break, session of 60 minutes, break, session of 60 minutes). The goal is not to have the audience lose interest due to fatigue.

2. Keeping on Schedule. In order to have the workshop proceed smoothly, it is necessary that the workshop be kept on schedule. This need for keeping on schedule leads, unfortunately, to serious trade-offs. On the one hand, keeping on schedule ensures that all speakers are given their allotted time and present their information as they had intended. On the other hand, keeping on schedule can (and has in our experience) severely limit the quality of audience speaker interaction - limits the number of questions that can be asked, and so on. Given the choice, we advise keeping on schedule as much as

possible. In order to do this, it is necessary that there be a person assigned the responsibility for keeping things on track - in the sample schedules attached, this is the function of the moderator. His job is to keep track of the speakers time, the amount of time being spent on questions, and to monitor the general flow of the workshop.

B. Registration Process

1. Pre-Registration. Attached in the appendix (pages A-20 to A-22) is the pre-registration form that was used in our Philadelphia workshops. Having good pre-registration data is particularly useful for planning the workshops - required room size, numbers of copies of materials, and so on. We do not advise that you base your planning on the basis of your pre-registration returns. We have noted the following:

a. Many of the refugees appear not to have an understanding of the pre-registration concept. Because of this, two things happen: those who intend to attend the workshops will come regardless of whether or not they have pre-registered (for example, in Philadelphia, about 10% of attendees had pre-registered); those who receive a pre-registration form and do not fill it out, but want to come, may feel that the lack of pre-registration excludes them from participation. In both of these cases, pre-registration has not served its purpose.

b. Successful pre-registration requires a good population list - something that is unlikely to be available to you.

In sum, although a good pre-registration system would represent a great convenience for the workshop organizers, it is not a wise idea to rely on the pre-registration data to predict attendance.

2. On-Site Registration. For on-site registration we suggest the following:

a. Have a clearly identified registration area and/or table. Many of those attending will feel ill at ease from the moment they enter the building. Hence, clear identification of the workshop location is essential. Depending on the site you may be more or less restricted in the placement of signs, posters, flyers, announcing the location of the workshop. Before you put up such notices, check with the site supervisors.

b. As the participants arrive, we suggest that they should "sign-in" and provide the following information to you:

Name
Home Address
Home Phone #

A copy of this form is attached in the Appendix (page A-23). This information will be useful later in getting an accurate attendance count. Although detailed background forms will be distributed to the participants, the likelihood of everyone filling them out is very small.

c. There should be a registration supervisor as well as one or more additional people to make sure that all get registered. If those working the registration desk are multi-lingual, it is clearly an advantage.

d. At registration, the packets of materials for that day's workshop ought to be distributed. The packets ought to be pre-assembled so that you are sure that all the participants will get all the materials. If the packets are not pre-assembled, the probability that participants will get a partial set of materials is a near certainty. If materials arrive late, is should be the job of the people working the registration desk to make sure that

all participants get the materials ("late" materials also include those materials that speakers bring with them and would like to distribute just before their presentations - such kind of distributions are not desirable from an organizational standpoint). The packets ought to contain the following:

agenda/program
summaries of the day's presentations
background information form
name tag (may be done at registration table)
information handouts
workshop evaluation form
paper/pencil
3x5 cards for questions

C. Question and Answer Sessions.

The participants will have questions about the material that the speakers presented and did not present. There are several methods used to handle the question part of the workshop.

1. Open Microphone Method. In this method, there would be one or more microphones available for the participants to ask questions directly of the speakers. The main advantage of this method is that it allows the speaker to clarify ambiguous or otherwise unclear messages. There are several disadvantages associated with the method:

- those who are more extroverted are more likely to ask questions
- questions may be too specific for a general audience (e.g., the ins and outs of dealing with a particular city department with regard to a specific problem of a specific business
- microphone control (some people just love to talk)
- not all who have questions will get to ask, and hence will not get answers.

2. Question Card Method. In this method, participants are given a number of 3x5 or 4x6 cards on which they can write their questions. These cards are then collected at the end of each presentation. After a brief period of sorting and review (perhaps

3-5 minutes), the moderator asks a series of questions that are judged to be most suited for the audience. This method eliminates most of the problems associated with the open-microphone method. Two disadvantages are noted:

- participants with limited language ability many be unable to get their questions across clearly
- the method requires some "dead" time while the sorting process takes place.

One way to reduce the problem of dead time is to have some questions prepared in advance. Have these questions asked while the others are being sorted and reviewed. Two other things of note about this method: all questions should get a reply - either oral or written. Second, keep track of the questions as they may be useful in designing future workshops (e.g., if there are a very large number of questions about the ins and outs of franchising, perhaps a workshop on franchising ought to take place.

D. Forms and Forms Return

In order to have a better understanding of those who attended the workshops, and to help design better workshops, information can be collected from the participants. Attached in the Appendix (pages A-24 to A-27) are copies of the "Background Information Form" and the "Workshop Evaluation Form." Whether or not you use these or similar forms depends on your own particular needs.

As was noted above, not all respondents will return their forms. Our workshop had a 60-70% forms completion rate and this was after repeated and passionate exhortations to return the forms. One method to increase forms return that we think may be successful (although we have not yet tried it), is to offer the participants something in return for filling out the forms. We

suggest that you announce that in order to receive a certificate of completion, the participants must fill out and return the forms. This should increase the return rates.

III. FOLLOW-UP ACTIVITIES

Three areas of follow-up need to be considered: certificates of completion; question responses; and, personal assistance.

A. Certificates of Completion. As this is a very credential-oriented society, we believe that giving some sort of completion certificate is appropriate. In addition, such a certificate may be useful in getting assistance from lending agencies (demonstrates some level of business skill). Attached in the Appendix (pages A-28 to A-29) is a copy of the certificate that was sent out from our workshop. One particularly good use of the registration data is in determining who qualifies for a certificate of completion and who does not. Depending on the number of workshops you may require attendance at all of the workshops (if few workshops) or at most of the workshops (if many workshops).

B. Written Question Response. If you employ the question card technique, you ought to provide written replies to those questions that could not be answered in the workshop.

C. Personal Assistance. We have found that after the workshops, a number of those who had attended will seek more personal assistance at later dates. There then is a question of how to deal with this eventuality. The best option is to be forewarned of this and figure this into your budget. It is then possible to hire someone on an ad hoc basis to deal with individual cases. If it has not been planned for, then one

possibility is to use the services of those organizations whose function is to provide business counseling. The two most important of these organizations are the Service Corps of Retired Executives (SCORE) and the Small Business Development Centers (SBDC) located at various colleges and universities around the country (the location of the closest local SBDC can be learned from the SBA). In any case, provision for case by case counseling ought to be made, since the demand for the service will follow from the workshops.

West Chester University

SMALL BUSINESS SEMINAR

HOW TO OPEN AND RUN A SMALL BUSINESS

SERIES I, WORKSHOP I

Date: Saturday, March 3, 1984

Time: 1 to 4:30 o'clock p.m.

Location: University City Sheraton
36th and Chestnut Streets
Philadelphia, PA 19104

Admission: Free. Space is limited
so please come early.

Parking: 75¢ at the Sheraton

Who Might Attend: All people interested in opening, expanding, or running a successful business.

PROGRAM

1:00 P.M. - Registration

1:30 P.M. - Introduction of Program: Mai Tuan, Marketing Department, AMTRAK

- Welcoming Remarks: Kenneth L. Perrin, Ph.D., President, West Chester University

- Moderator: Khiet Trankiem, Product and Licensing Manager, E.I. DuPont de Nemours and Company, Chairman of the Board, Vietnamese Chamber of Commerce, Greater Philadelphia.

Speakers

1:45 P.M. - How to Select a Business: Joseph M. Thorson, Ph.D., Management Consultant, SBA SCORE, President, Greater West Chester Chamber of Commerce.

2:30 P.M. - Appropriate Legal Format for a Small Business
Licenses and Permits: Jeffrey Krain, Attorney at Law, Krain, Heslin, and Lam, Philadelphia.

3:15 P.M. - BREAK

3:30 P.M. - Tax Considerations for a Small Business: Carl Smith, M.B.A., CPA, Professor of Accounting, West Chester University, Tax consultant to Small Business.

4:00 P.M. - Questions and Comments.

4:30 P.M. - Adjournment.

PRESENTED IN COOPERATION WITH THE U.S. SMALL BUSINESS ADMINISTRATION AND THE VIETNAMESE CHAMBER OF COMMERCE OF GREATER PHILADELPHIA

For further information, please contact:

Dr. Hung Manh Cao — Project Director
or
Professor James A. Talaga — Marketing Specialist

West Chester University
Tel: (215) 436-2649
(215) 436-2304

SMALL BUSINESS SEMINAR

HOW TO OPEN AND RUN A SMALL BUSINESS

SERIES I WORKSHOP II

Date: Saturday, March 17, 1984

Time: 1:00 to 4:30 o'clock P.M.

Location: University City Sheraton
36th and Chestnut Streets
Philadelphia, PA 19104

Admission: Free. Space is limited so please come early.

Parking: 75¢ at the Sheraton.

Who Might Attend: All people interested in opening, expanding, or running a successful Small Business.

PROGRAM

1:00 P.M. § Registration

1:30 P.M. § Introduction of Program: Mai Tuan, Marketing Department, AMTRAK

§ Welcoming Remarks: George Brown, Executive Director, West Philadelphia Chamber of Commerce.

§ Moderator: Dr. Tong Hin, D.M.D., Former President, Cambodian Association of Greater Philadelphia.

Speakers

1:45 P.M. § How to Promote and Market Your Product or Service: Walter P. Chandler, Jr., Senior Vice President, W. K. Gray and Associates, Inc.

2:30 P.M. § The Insurance Needs of a Small Business: Anthony J. Hom, Attorney at Law, M.B.A., J.D.

3:15 P.M. § BREAK

3:30 P.M. § Small Business in America: A Personal Success Story: Ms. Julie Wong.

4:00 P.M. § Questions and Comments.

4:30 P.M. § Adjournment.

PRESENTED IN COOPERATION WITH THE U.S. SMALL BUSINESS ADMINISTRATION
AND THE VIETNAMESE CHAMBER OF COMMERCE OF GREATER PHILADELPHIA
WITH SUPPORT FROM U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES
Contract #130-83-0015

For further information, please contact:
Dr. Hung Manh Chu or Professor James A. Talaga.
Project Director Marketing Specialist
West Chester University
Tel: (215) 436-2649
(215) 436-2304

West Chester University

SMALL BUSINESS SEMINAR

HOW TO OPEN AND RUN A SMALL BUSINESS

SERIES I, WORKSHOP III

Date: Saturday, March 31, 1984

Time: 1:00 to 4:00 P.M.

Location: University City Sheraton
36th and Chestnut Streets
Philadelphia, PA 19104

Admission: Free. Space is limited so please come early.

Parking: 75¢ at the Sheraton.

Who Might Attend: All people interested in opening, expanding or a Small Business.

PROGRAM

1:00 P.M. § Registration

1:30 P.M. § Introduction of Program: James A. Talaga, Assistant Professor of Marketing, West Chester University.

§ Welcoming Remarks: Dr. Malinda L. Murray, Dean, Faculty of Professional Studies, West Chester University.
William Neary, Director, Office of Refugee Resettlement, Region III, Department of Health & Human Services.
Khiet Tran Kiem, Chairman of the Board, Vietnamese Chamber of Commerce of Greater Philadelphia.

§ Moderator: Dung Vukhac, M.B.A., Vice President, Management Division, Philadelphia National Bank, Former Vice Minister of Finance, Republic of Vietnam.

SPEAKERS

1:45 P.M. § Effective Record Keeping Systems for a Small Business: Peter Tackler, M.B.A., CPA, Associate Vice President for Business Affairs, West Chester University.

2:30 P.M. § BREAK

2:45 P.M. § How to Borrow Money? Where to Borrow Money?:
- William Gennetti, District Director, Small Business Administration.
- Joseph J. James, Executive Director, Philadelphia Citywide Development Corporation and Deputy Director of Commerce, City of Philadelphia.
- Robert Sanders, Loan Officer, Small Business Division, Philadelphia National Bank.

4:00 P.M. § Questions and Comments.

4:30 P.M. § Closing Remarks: Dr. Philip M. DeMoss, Director, School of Business and Public Affairs, West Chester University.

§ Adjournment.

PRESENTED IN COOPERATION WITH THE U.S. SMALL BUSINESS ADMINISTRATION
AND THE VIETNAMESE CHAMBER OF COMMERCE OF GREATER PHILADELPHIA
WITH SUPPORT FROM U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES
Contract #130-83-0015

For further information, please contact:

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Professor James A. Talaga, Marketing Specialist: (215) 436-2304

Ethiopian Language Program

West Chester University

Department of Business Administration
Anderson Hall
(215) 436-2304/2261

West Chester, Pennsylvania 19383

የአነስተኛ ንግድ ሴሚናር::

ኢንዴት፡ አነስተኛ፡ ንግድ፡ እንዴት፡ እንደሚጀመርና እንደሚካሄድ::
ቁጥር፡ I ክፍል 3

ቀን፡— እ.አ.አ. ቅዳሜ፡ ማርች፡ 31 ቀን 1984 ዓ.ም.

ሰዓት፡— ከጠዋት፡ በኃላ ከ እንድ እስከ፡ አራት፡ ተኩል::

ቦታ፡— የነቨር፡ሲቲ፡ ሸራተን (SHERATON)
36፡ኤና፡ ቻስትነት፡ መንገድ
ሠላዶልፊያ፡ ፔንስልቪንደ 19104

መግቢያ፡— በነፃ:: ቦታ፡ የተመለከ፡ ስለሆነ፡ እባኮን፡ በቅድሚያ፡ ይገኙ::

የመኪና፡ማቆሚያ፡— 0.75 ሳንቲም ሸራተን ማቆሚያ፡ ቦታ

የፕሮግራሙ፡ ዝርዝር::

1:00 (ከጠዋት፡በኃላ)፡— ምዝገባ

1:30 (" ")፡— የፕሮግራሙ፡ ማስተዋወቂያ፡ በ James A. Talage
- የፔንት፡ ቻስተር፡ የነቨርሲቲ፡ ምክትል፡ የቪዬሞ፡ ኘሮፌሰር::
- የኡንግዱች፡ መቀበያ፡ ንግግር፡ በጽከተር፡ Malind L. MURRA ኮሜንት፡ ቻስተር፡ የነቨርሲቲ::
- ኪቀመንበር፡ Dung Vukhac, ቢ.ኤ፡ በሠላዶልፊያ ብሔራዊ፡ ባንክ፡ የአስተዳደር፡ ክፍል፡ ምክትል፡ ኪቀመንበር፡ የቸኬትና ም፡ ሪፓብሊክ፡ የቀድሞዉ፡ የሊፍናንስ፡ ምክትል፡ ሚኒስተር::

ተናጋሪዎች

1:45 (ከጠዋት፡በኃላ) ስለ፡ ችክክለኛ፡ መዝገብ፡ አያያዝ፡ በአነስተኛ፡ ንግድ፡ ውስጥ
በ Peter Fackler. ኤም. ቢ.ኤ, ሲ,ፒ.ኤ.
በሜስት፡ቻስተር፡ የነቨርሲቲ፡ የአነስተኛ፡ ንግድ፡ አማካሪ፡

2:30 (ከከአት: በኋላ) — ዕርፍት

2:45 (ከከአት: በኋላ) — እንጌና: ከዮች: ገንዘብ: መሰብር: አንደኛ
— በ William Gennetti, የጸሰተሪከት, ኋላው: በሮች
ንሱ: ንግድ: ኣስተዳደር:
— በ Joseph J. James, በሠላጸልሠያ: የኣ: ንግድ: ኋላው::
በ Robert Sanders በሠላጸልሠያ ከሰራ
ባንክ: የኣነስተኛ: ንግድ: : የብድር: ክፍል: ሰራች

4:00 (ከከአት: በኋላ) — ጥያቄና: ኣስተያየች::

4: 30 (ከከአት: በኋላ) — የመዝጊያ: ጭማሪ
በ"ሩክተር: Philip M. DeMoss
ባቄስት: ፑስተር: የኣከርሌቲ: የንግድ: ትምህርች: ኋላ
— መዝጊያ

በአሜሪካን: የኣነስተኛ: ንግድ: ኣስተዳደር: ተግባነት: የ

ከሉ: ሴሚናሩ: ጥያቄ: ካሎች: የሚከተችን: ያላጋግሩ:

ዶክተር: Hung Manh Chu
የንሮኧክነት ጸሬክተር ወይንም ፕሮፌሠር James A. Tolliver
የሽያጭ: ኣስተኛሌስች:

ቄከች: ፑስተር: የኣከርሌቲ

ስልክ: ቁጥር 215 436 2649
215 436 2304

West Chester University

Department of Business Administration
Anderson Hall
(215) 436-2304/2261

West Chester, Pennsylvania 19383

SIMINAAR KU SAABSAN GANACISIGA YAR YAR
SIDA LOO FURO LOONA MAAMULO GANACSIGA YAR YAR

CASHARKA I, QEYBTA II

MALINTA: SABTI, MARSO 31, 1984
WAQTIGA: 1:00 ILLAA 4:00 PM
MEESHA: University City Sheraton
36th iyo Chestnut Streets
Philadelphia, PA 19104
GALITAANKA: LACAG LA'AAN.
BAAKINKA: 75¢ SHERATON
YAA IMAAN KARA: DADKA DOONAYA INEY FAATAAN, WEYNEYAAN AMA MAAMULAAN GANACSI FAAIDO LEH

BOROGARAAMKA

1:00 PM ISRAJISTARGAREYNTA
1:30 PM FURITAANKA BOROGARAAMKA: James A. Talaga, Assistant Professor of Marketing, West Chester University.
SOO DHAWEYNTA DADKA: Dr. Malinda L. Murray, Dean, Faculty of Professional Studies, West Chester University.
DEXDHEYAADIYAHA: Dung Vukhac, M.B.A., Vice President, Management Division, Philadelphia National Bank, Former Vice-Minister of Finance, Republic of Vietnam.

DADKA HADLAYA

1:45 PM XISAABAADKA KU HABOON GANACSATADA YAR YAR: Peter Fackler, M.B.A., CPA, Associate Vice-President for Business Affairs, West Chester University, IYO LATALIYE GANACSTADA YAR YAR.
2:30 PM NASASHO
2:45 PM SIDAAD U DEYMAN LAHEYD LACAG? MESHAAD KA DEYMAN LAHEYD LACAG?:
William Gennetti, District Director, Small Business Administration.
- Joseph J. James, Executive Director, Philadelphia Citywide Development Corporation and Deputy Director of Commerce, City of Philadelphia.
- Robert Sanders, Loan Officer, Small Business Division, Philadelphia National Bank.

4:00 PM SU'AALO IYO WAX KA DHIHID.
4:30 PM XIRITAANKA: Dr. Philip M. DeMoss, Director, School of Business and Public Affairs, West Chester University.

WAXAA SOO DIYAARIYEY U.S. SMALL BUSINESS ADMINISTRATION
IYO U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES.
CONTRACT #130-83-0015

WIXII AKHBAAR AH LA SOO XARIIRA

Dr. Hung M. Chu
Project Director
(215) 436-2649

AMA

Professor James A. Talaga
Marketing Specialist
(215) 436-2304

WEST CHESTER UNIVERSITY

AMA KHIET TRAN KIEM, PROJECT COORDINATOR

Laotian Language Program

West Chester University

Department of Business Administration
Anderson Hall
(215) 436-2304/2261
West Chester, Pennsylvania 19383

ການຈັດລຽງ ກຸ່ມລຽນ ທຸຣະກິດນອນ.
ວິທີການເຍັກ ແລະ ແລ່ນການ ທຸຣະກິດນອນ.

ບົດ 1 ພາກ 3.

ວັນ: ວັນເສົາ, ເດືອນ ມຶນາ ທີ 31, 1984
ເວລາ: 1:00 ຫາ 4:00 ໂມງ
ສະຖານທີ: ມະຫາວິທະຍາລັຍ city sheraton
ຖນົນ 36th ແລະ chestnut
ຟິລາເດນເຟັຍ, PA 19104

ຄ່າເຂົ້າຮ່ວມ: ຟຣີ. ນອນ ຈ່າຍ ຄ່າ ເບັ້ຍ ລ້ຽງ ໄປ ມາ.
ຄ່າ ຝາກ ລົດ: 7.5$ ທີ່ sheraton.
ໃຜ ຈະ ເຂົ້າ ຮ່ວມ ກັ: ທຸກໆ ຫມ ທີ່ ສົນ ໃຈ ການ ເຍັກ ແລະ ຂະ ຍາຍ ການ ທຸຣະ ກິດ ນອນ

ລາຍການ:

1:00 ໂມງ. ລົງ ທະ ບຽນ.
1:30 pm ອະ ທິ ບາຍ ລາຍ ການ. James A Talaga, ຜູ້ ຊ່ວຍ ອາ ຈານ ຝ່າຍ ການ ບັນ ຊີ ຄະ ນະ ວິ ທະ ຍາ ສາ ດ ຂອງ ມະ ຫາ ວິ ທະ ຍາ ລັຍ west chester.
- ຜູ້ ເຊີ ນ ເຂົ້າ ມາ ກ່ອ. Dr. Malinda L. Murray, Dean, ຄະ ນະ ວິ ທະ ຍາ ສາ ດ ການ ບັ ນ ຊີ ແລະ ສິ ລ ປະ ສາ ດ ຂອງ ມະ ຫາ ວິ ທະ ຍາ ລັຍ West chester.
- ຜູ້ ຈັ ດ ລາຍ ການ: Dung Vukhac, M.D.A. ຮອງ ປະ ທານ, ຄະ ນະ ບໍ ລິ ຫານ ຂອງ ສາ ຂາ Philadelphia National Bank, ເຄີ ເປັ ນ ຮອງ ປະ ທານ ດ້ານ ການ ຫ ນ້ ທີ ເປັ ນ ເຈົ້ າ ໜ້ າ ທີ ສະ ເພາ ະ ນະ ລັ ດ ຖະ ບານ.
1:45 pm. ກຸ່ ມ ລຽນ ການ ຮັ ກສາ ການ ບັ ນ ທຶ ກ ຂອງ ທຸ ຣະ ກິ ດ ນອນ. ໂດຍ. Peter Fackler, M.B.A. CPA, ຮອງ ປະ ທານ ຝ່ າ ຍ ການ ທຸ ຣະ ກິ ດ ຂອງ ມະ ຫາ ວິ ທະ ຍາ ລັ ຍ West chester ແລະ ເປັ ນ ທີ ປຶ ກ ສາ ຂອງ ທຸ ຣະ ກິ ດ ນອນ.,
2:30 pm. ເຂົ້ າ ພັ ກ.
2:45 pm. ວິ ທີ ການ ຍືນ ຫຸ້ ນ ? ນອນ ທີ ຈະ ຍືນ ຫຸ້ ນ ? William Gennetti, ຫົ ວ ໜ້ າ ພະ ແນ ກ ບໍ ລິ ຫານ ການ ບັ ນ ທຶ ກ ຂໍ ມູ ນ ທຸ ຣະ ກິ ດ ນອນ.
Joseph J James, ຫົ ວ ໜ້ າ ບໍ ລິ ຫານ ດ້ານ ພັ ສ ດຸ ແລະ ຕ ວ ແທນ ດ້ານ ການ ຄ້ າ ຍ ໃນ ເຂດ ຟິ ລາ ເດ ນ ເຟ ັ ຍ.
Robert Sanders, ເຈົ້ າ ໜ້ າ ທີ ຍືນ ຫຸ້ ນ ຜ ນ ກ ໍ ລ ະ ໂ ຍ ດ ຂອງ ທຸ ຣະ ກິ ດ ນອນ ຂອງ ທະ ນາ ຄານ Philadelphia National Bank.
4:00 pm. ຄ່ າ ທ ານ ແລະ ຄ ວ າ ມ ຄ ິ ດ ເ ຫ ັ ນ.
4:30 pm. ການ ຈົ ດ ທະ ບຽນ ໂດຍ. Dr. Philip M. Demoss, ຫົ ວ ໜ້ າ ພະ ແນ ກ ບໍ ລິ ຫານ ທຸ ຣະ ກິ ດ ແລະ ອຸ ປະ ນະ ຍ ະ ກ ຳ ຂອງ ມະ ຫາ ວິ ທະ ຍາ ລັ ຍ West chester
- ຈົ ບ ລາຍ ການ.

Dr. Hung Manh Chu
ຫົ ວ ໜ້ າ ໂ ຄ ງ ການ
(215) 436-2649.

ສໍ າ ລັ ບ ລາຍ ລະ ອຽ ດ ຕ່ ງ ໆ ກ ະ ລຸ ນ າ ຕ ິ ດ ຕ ໍ່ ທີ ່:
ທ ່ ານ James A Talaga ຫ ລ ື ທ ່ ານ Kiet Tran kiem
ຄ ະ ນ ະ ວ ິ ທ ະ ຍ າ ສ າ ດ ພ ະ ແ ນ ກ ຜ ູ ້ ພ ິ ພ ິ ດ ຄ ະ ນ ະ ກ ະ ໂ ດ ະ

ការអប់រំនៅសាលាឯកជនមួយនៅតាមសាកលវិទ្យាល័យ
ហើយបន្ទាប់ពីនោះមានការងារធ្វើនៅក្នុងក្រុង

ជំពូកទី ១, ជាភាសាខ្មែរ ទី ១

ភ្ញៀវ : តើអាជីវកម្មរបស់លោកគឺជាអ្វី?
ជើងសា : ខ្ញុំជើងសា ១.០០ ហើយម៉ាស៊ីន ៤.៣០ រង្វៀល
ទីតាំងក្នុង: UNIVERSITY CITY SHERATON នៅជាប់ផ្លូវធំមួយសម្រាប់ការចតរថយន្តដ៏ធ្ងន់ធ្ងរ
ផ្លូវការ: ខ្ញុំសូមជូនលោកនូវសម្លៀកបំពាក់ដ៏ល្អបំផុតរបស់ខ្ញុំ ហើយក៏មានភាពស្និទ្ធស្នាល
ទីតាំងក្នុង: ខ្ញុំចង់ឱ្យលោកមកញ៉ាំអាហារនៅភោជនីយដ្ឋាន SHERATON
អ្នកណាម្នាក់: អាចធ្វើបាន: ខ្ញុំសូមណែនាំឱ្យលោកទៅជួបលោកប្រធានក្រុមហ៊ុនរបស់យើង.

ភាសាវិទ្យា

ជើងសា ១.០០ : ការពន្យល់ពាក្យ:
ម៉ាស៊ីន ១.៣០ : ម៉ូតូកង់បីដែលប្រើម៉ាស៊ីន ដោយសារតែវាមិនប្រើ
ប្រេងឥន្ធនៈ: ឥន្ធនៈមិនសូវមានតម្លៃទេ. ដោយសារតែវាលោតមានអ៊ីន
ម៉ូតូស្ទាក់ស្ទើរ ដោយសារតែគ្រឿងចក្រមិនល្អ

ព្យាករណ៍

ជើង ១.៤៥ ការប្តូរឈ្មោះតាមសាកលវិទ្យាល័យ ដោយសារតែអ្នកសរសេរជាភាសាអង់គ្លេស
ម៉ោង ២.៣០ ភ្ញៀវបានចាប់អារម្មណ៍ក្នុងការ ដោយសារតែវេយ្យាករណ៍ច្បាស់លាស់
ជើងសា ៣.១៥ ទេពកោសល្យ
ជើង ៣.៣០ ការងារដែលមានប្រយោជន៍ក្នុងការ ដោយសារតែការស្តាប់
ម៉ោង ៤.១០ ដើម្បីរកដឹងការសន្សំសន្សែ.
ម៉ោង ៤.៣០ ជាប់

ឥឡូវនេះយើងកំពុងដោយ US SMALL BUSINESS ADMINISTRATION
ដើម្បីជួយការងារតាមសាកលវិទ្យាល័យ ដែលមានសមត្ថភាពក្នុងការ
ជំនួយបន្ថែមទៀតសម្រាប់ការងារនេះ

ដឹកនាំដោយ HUNG MANH CHU និង លោកស្រី JAMES A. TALAGA
ភាគីនៃវិទ្យាល័យ ប៉ែលដេសូ ទីក្រុងសាន
(ស្តាំដៃ) ៤ខាងលើ-ម៉ាស៊ីន, ៤ខាងក្រោម-ម៉ូតូ

FUNDED BY DEPARTMENT OF HEALTH AND HUMAN SERVICES CONTRACT # 130-83-0015

West Chester University

Department of Business Administration
Anderson Hall
(215) 436-2304/2261

West Chester, Pennsylvania 19383

HOI THAO TIEU THUONG:
LAM THE NAO DE BAT DAU VA DIEU HANH TIEU THUONG.

KY I - KHOA III

NGAY GIO : Thu bay, 31 thang 3, 1984. Tu 1.00 den 4.30 chieu.
DIA DIEM : Sheraton University City, Center Suite, duong Chestnut va 36th, Philadelphia, PA.
VAO CUA : Mien phi. Cho ngoi gioi han, xin den som giu cho.
DAU XE : 75 cents tai garage cua Sheraton, loi vo tren duong 36th khoang giua Chestnut va Ludlow.

THANH PHAN NAO NEN THAM DU? -Nhung vi co y dinh "vao" thuong mai hoac dang co co-so thuong mai ma muon dieu hanh hay phat trien huu-hieu hon deu duoc hoan-hi moi tham du.

CHUONG TRINH

1.00 * Ghi danh, dien bang ten, vao phong hop.
1.30 * Gioi thieu chuong trinh. Giang-su James A. Talaga, Dai-Hoc West Chester.
* Dien van chao mung- Giao-su Malinda L. Murray, Ph.D., Khoa-truong phan-khoa Chuyen-Mon, Dai-Hoc West Chester.- Ong William Neary, Giam-doc co-quan dinh-cu vung III.- Ong Tran-Kiem-Khiet, Chu-tich uy-ban quan-tri Phong Thuong-Mai Viet-Nam tai Philadelphia va Phu-Can.
* Chu-toa khoa hoi thao. Ong Vu-Khac-Dung, Pho Chu-tich Ngan-Hang, Philadelphia National Bank, Nguyen Thu-Truong Bo Tai-Chanh, Viet-Nam Cong-Hoa.

THUYET TRINH VIEN

1.45 * Lam The Nao De Thiet-Lap Mot He-Thong Ke-Toan Huu-Hieu Cho Tieu-Thuong? Giang-su Peter Fachler, M.B.A., C.P.A., Phu-ta Pho Vien truong dac trach Tai-Chanh, Dai-Hoc West Chester, Nguyen Co-Van Tai Chanh cho tieu-thuong.

2.30 * NGHI GIAI LAO

2.45 * Vay Tien Lam Thuong-Mai- Lam the nao de vay tien va vay tien o dau?
-Ong William Gennetti, Giam-doc mien, co-quan Tieu-Thuong Hoa-Ky.
-Ong Joseph J. James, Giam-doc co-quan Xay-Dung va Phat-Trien Thanh-Pho, kiem Pho Giam-doc co-quan Tai-Chanh thanh pho Philadelphia.
-Ong Robert Sanders, Chuyen-Vien Ngan-Hang dac-trach cuu-xet ho-so vay tien cua tieu-thuong, Philadelphia National Bank.

4.00 * Giai-Dap Thac-Mac
4.30 * Dien-tu Be-Mac. Giao-su Philip M. DeMoss, Ph.D., Giam-doc truong Hanh-Chanh, Quan-Tri va Ke-Toan, Dai-Hoc West Chester.
* GIAI TAN.

Khoa hoi-thao nay duoc to-chuc va thuc hien do Trung-Tam Phat-Trien Tieu-Thuong, Dai-Hoc West Chester, phoi-hop voi co-quan Tieu-Thuong Hoa-Ky, co-quan Dinh-Cu Hoa-Ky, va su cong-tac cua Phong Thuong-Mai Viet-Nam tai Philadelphia va phu-can.

CAN BIET THEM CHI TIET XIN LIEN-LAC

Dr. Cuu Manh Hung. Giam-doc Chuong-Trinh ! Giang-su James A. Talaga
Dien-Thoai: (215) 436 A9 . 436-2304

Field Offices—Small Business Administration

(RA: Regional Administrator; DD: District Director; BM: Branch Manager; OIC: Officer-in-Charge)

	Region	Officer-in- Charge	Address
I	Boston, Mass. 02110	James H. Angevine, RA	60 Batterymarch St.
	Boston, Mass. 02114	John McNally, DD	150 Causeway St.
	Springfield, Mass. 01101	Vincent Mineo, OIC	302 High St.
	Augusta, Maine 04330	Thomas McGillicuddy, DD	40 Western Ave.
	Concord, N.H. 03301	Bert F. Teague, DD	55 Pleasant St.
	Hartford, Conn. 06106	(Vacancy) DD	1 Hartford Sq. W.
	Montpelier, Vt. 05602	David Emery, DD	87 State St.
	Providence, R.I. 02903	Jim Hauge, DD	40 Fountain St.
II	New York, N.Y. 10278	Peter P. Regna, RA	26 Federal Plaza
	New York, N.Y. 10278	Harry Tishelman, DD	26 Federal Plaza
	Melville, N.Y. 11747	Walter Leavitt, BM	35 Pinelawn Rd.
	Hato Rey, P.R. 00919	Wilfred Benitez-Robles, DD	Carlos Chardon Ave.
	St. Thomas, V.I. 00801	Lionel G. Baptiste, OIC	Veterans Dr.
	Newark, N.J. 07102	Andrew Lynch, DD	970 Broad St.
	Camden, N.J. 08104	Joseph T. Ferrocia, OIC	1800 E. Davis St.
	Syracuse, N.Y. 13260	J. Wilson Harrison, DD	100 S. Clinton St.
	Buffalo, N.Y. 14202	Franklin J. Sciortino, BM	111 W. Huron St.
	Elmira, N.Y. 14901	James Cristofaro, BM	180 Clemons Center Pkwy.
	Albany, N.Y. 12207	Daniel S. O'Connell,OIC	445 Broadway
	Rochester, N.Y. 14614	F. Peter Filkin, OIC	100 State St.
III	Philadelphia, Pa. 19004	Peter Tarpinian, Jr., RA	231 St. Asaphs Rd., Bala Cynwyd
	Philadelphia, Pa. 19004	William Gennetti, DD	231 St. Asaphs Rd., Bala Cynwyd
	Harrisburg, Pa. 17101	Kenneth Olson, BM	100 Chestnut St.
	Wilkes-Barre, Pa. 18701	John Schabowski, BM	20 N. Penn Ave.
	Wilmington, Del. 19801	John Williams, BM	844 King St.
	Baltimore, Md.	J. Arnold Feldman, DD	8600 LaSalle Rd., Towson 21204.
	Clarksburg, W. Va. 26301	Marvin Shelton, DD	109 N. 3d St.
	Charleston, W. Va. 25301	Edward Zimmerman, BM	Charleston National Plaza
	Pittsburgh, Pa. 15222	Joseph Koop, DD	960 Penn Ave.
	Richmond, Va. 23240	M. Hawley Smith, DD	400 N. 8th St.
	Washington, D.C. 20417	Bernard Layne, DD	1111 18th St. NW
IV	Atlanta, Ga. 30367	Miller A. Widemire, RA	1375 Peachtree St.
	Atlanta, Ga. 30309	Clarence Barnes, DD	1720 Peachtree Rd.
	Statesboro, Ga. 30458	Charles F. Henderson, OIC	127 N. Main St.
	Birmingham, Ala. 35205	James Barksdale, DD	908 S. 20th St.
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	Greenville, N.C. 27834	Michael J. O'Callaghan, OIC	215 S. Evans St.
	Columbia, S.C. 29201	Johnie Patrick, DD	1835 Assembly St.
	Jackson, Miss. 39201	(Vacancy) DD	100 W. Capital St.
	Biloxi, Miss. 39530	D. Mike Shelton, BM	111 Fred Haise Blvd.
	Jacksonville, Fla. 32202	Douglas E. McAllister, DD	400 W. Bay St.
	Louisville, Ky. 40201	Billy Wells, DD	600 Federal Place
	Miami, Fla. 33134	John L. Carey, DD	2222 Ponce de Leon Blvd.
	Tampa, Fla. 33602	John W. Francis, OIC	700 Twiggs St.
	West Palm Beach, Fla. 33401	Roger Cosper, OIC	100 S. Narcissus St.
	Nashville, Tenn. 37219	Robert M. Hardman, OIC	404 James Robertson Pkwy.
	Knoxville, Tenn. 37902	(Vacancy) OIC	502 S. Gay St.
	Memphis, Tenn. 38103	Richard A. Casselon, BM	167 N. Main St.
V	Chicago, Ill. 60604	Richard O. Durkin, RA	219 S. Dearborn St.
	Chicago, Ill. 60604	John L. Smith, DD	219 S. Dearborn St.
	Springfield, Ill. 62701	Phil Ramos	4 North, Old State Capitol Plaza
	Cleveland, Ohio 44199	S. Charles Hemming, Jr., DD	1240 E. 9th St.
	Columbus, Ohio 43215	Frank Ray, DD	85 Marconi Blvd.
	Cincinnati, Ohio 45202	Cecil G. Bostwight, BM	550 Main St.
	Detroit, Mich. 48226	Raymond Harshman, DD	477 Michigan Ave.
	Marquette, Mich. 49855	(Vacancy) BM	220 W. Washington St.
	Indianapolis, Ind. 46204	Robert General, DD	575 N. Pennsylvania St.
	South Bend, Ind. 46601	(Vacancy) BM	501 E. Monroe St.
	Madison, Wis. 53703	Curtis Carter, DD	212 E. Washington Ave.
	Eau Claire, Wis. 54701	(Vacancy) OIC	500 S. Barstow St.
	Milwaukee, Wis. 53202	Anthony J. McMahon, BM	517 E. Wisconsin Ave.
	Minneapolis, Minn. 55403	Gelso C. Moreno, DD	100 N. 6th St.
VI	Dallas, Tex. 75235	Reynaldo H. Lopez, RA	1720 Regal Row
	Dallas, Tex. 75242	James S. Reed, DD	1100 Commerce St.
	Marshall, Tex. 75670	George Lewis, OIC	100 S. Washington St.
	Fort Worth, Tex. 76102	(Vacancy) BM	221 W. Lancaster
	Albuquerque, N. Mex. 87110	(Vacancy) DD	5000 Marble Ave. NE
	Houston, Tex. 77054	Donald Grose, DD	2525 Murworth St.
	Little Rock, Ark. 72201	Maurice Britt, DD	320 W. Capital Ave.
	Lubbock, Tex. 79401	Philip O'Dbway, DD	1205 Texas Ave.
	El Paso, Tex. 79902	Dick Valdez, BM	4100 Rio Bravo
	Harlingen, Tex. 78550	Rodney Martin, DD	222 E. Van Buren St.
	Corpus Christi, Tex. 78408	Miguel Cavazos, BM	3105 Leopard St.
	New Orleans, La. 70113	Talon Abousse, DD	1001 Howard Ave.
	Shreveport, La. 71101	Jerry Tanner, DD	500 Fannin St.
	Oklahoma City, Okla. 73102	Robert Ball, DD	200 NW 5th St.
	Tulsa, Okla. 74103	(Vacancy) OIC	333 W. Fourth St.
	San Antonio, Tex. 78206	Julio Perez, DD	727 E. Durango Blvd.
	Austin, Tex. 78701	Stan Rutland, OIC	300 E. 8th St.
VII	Kansas City, Mo. 64106	William A. Powell, RA	911 Walnut St.
	Kansas City, Mo. 64106	Patrick Smythe, DD	1150 Grande Ave.
	Springfield, Mo. 65806	Shelby Slaughter, BM	309 N. Jefferson St.
	Cape Girardeau, Mo. 63801	Jerry Martin, OIC	731A N. Main St.
	Cedar Rapids, Iowa 52402	Ralph Potter, DD	373 Collins Rd. NE
	Des Moines, Iowa 50309	Conrad Lawlor, DD	210 Walnut St.
	Omaha, Nebr. 68102	Rick Budd, DD	19th and Farnum St.
	St. Louis, Mo. 63101	Robert Andrews, DD	815 Olive St.
	Wichita, Kans. 67202	Clayton Hunter, DD	110 E. Waterner St.
VIII	Denver, Colo. 80202	Carlos R. Suarez, RA	1405 Curtis St.
	Denver, Colo. 80202	Doug Graves, DD	721 19th St.
	Casper, Wyo. 82601	Paul Nemetz, DD	100 E. B St.
	Fargo, N. Dak. 58102	Robert Pinkerton, DD	657 2d Ave.
	Helena, Mont. 59601	John Cronholm, DD	301 S. Park Ave.
	Salt Lake City, Utah 84138	Kent Moon, DD	125 S. State St.
	Sioux Falls, S. Dak. 57102	Chester Leedom, DD	101 S. Main Ave.
IX	San Francisco, Calif. 94102	Irenemarie Castillo, RA	450 Golden Gate Ave.
	San Francisco, Calif. 94105	(Vacancy) DD	211 Main St.
	Fresno, Calif. 93721	Peter Bergin, DD	2202 Monterey St.
	Sacramento, Calif. 95814	Walter W. Hill, OIC	660 J St.
	Las Vegas, Nev. 89101	Robert Garrett, DD	301 E. Stewart
	Reno, Nev. 89505	Robert L. Davis, OIC	50 S. Virginia St.
	Honolulu, Hawaii 96850	David Nakagawa, DD	300 Ala Moana
	Agana, Guam 96910	Jose M. L. Lujan, BM	Pacific Daily News Bldg.
	Los Angeles, Calif. 90071	Gerald Morita, DD	350 S. Figueroa St.
	Santa Ana, Calif. 92701	John S. Waddell, BM	2700 N. Main St.
	Phoenix, Ariz. 85012	Walter Fronstin, DD	3030 N. Central Ave.
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The **Management Aids (MAs)** recommend methods and techniques for handling management problems and business operations.

Small Business Bibliographies (SBBs) list key reference sources for many business management topics.

Starting Out Series (SOSs) are one page fact sheets describing financial and operating requirements for selected manufacturing, retail, and service businesses.

Management Aids

Financial Management and Analysis

- __ MA 1.001 The ABC's of Borrowing
- __ MA 1.002 What Is the Best Selling Price?
- __ MA 1.003 Keep Pointed Toward Profit
- __ MA 1.004 Basic Budgets for Profit Planning
- __ MA 1.005 Pricing for Small Manufacturers
- __ MA 1.006 Cash Flow in a Small Plant
- __ MA 1.007 Credit and Collections
- __ MA 1.008 Attacking Business Decision Problems With Breakeven Analysis
- __ MA 1.009 A Venture Capital Primer for Small Business
- __ MA 1.010 Accounting Services for Small Service Firms
- __ MA 1.011 Analyze Your Records to Reduce Costs
- __ MA 1.012 Profit by Your Wholesalers' Services
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- __ MA 1.018 Check List for Profit Watching
- __ MA 1.019 Simple Breakeven Analysis for Small Stores
- __ MA 1.020 Profit Pricing and Costing for Services

Planning

- __ MA 2.002 Locating or Relocating Your Business
- __ MA 2.004 Problems in Managing a Family-Owned Business
- __ MA 2.005 The Equipment Replacement Decision
- __ MA 2.006 Finding a New Product for Your Company
- __ MA 2.007 Business Plan for Small Manufacturers
- __ MA 2.008 Business Plan for Small Construction Firms
- __ MA 2.009 Business Life Insurance
- __ MA 2.010 Planning and Goal Setting for Small Business
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- __ MA 2.013 Can You Make Money With Your Idea or Invention?
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- __ MA 2.021 Using a Traffic Study to Select a Retail Site
- __ MA 2.022 Business Plan for Small Service Firms
- __ MA 2.024 Store Location "Little Things" Mean a Lot
- __ MA 2.025 Thinking About Going Into Business?

General Management and Administration

- __ MA 3.001 Delegating Work and Responsibility
- __ MA 3.002 Management Checklist for a Family Business
- __ MA 3.004 Preventing Retail Theft
- __ MA 3.005 Stock Control for Small Stores
- __ MA 3.006 Reducing Shoplifting Losses
- __ MA 3.007 Preventing Burglary and Robbery Loss
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Marketing

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- __ MA 4.005 Is the Independent Sales Agent for You?
- __ MA 4.007 Selling Products on Consignment
- __ MA 4.008 Tips on Getting More for Your Marketing Dollar
- __ MA 4.010 Developing New Accounts
- __ MA 4.012 Marketing Checklist for Small Retailers
- __ MA 4.013 A Pricing Checklist for Small Retailers
- __ MA 4.014 Improving Personal Selling in Small Retail Stores
- __ MA 4.015 Advertising Guidelines for Small Retail Firms
- __ MA 4.016 Signs in Your Business
- __ MA 4.018 Plan Your Advertising Budget
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- __ MA 4.020 Do You Know the Results of Your Advertising?

Organization and Personnel

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- __ MA 5.004 Pointers on Using Temporary-Help Services
- __ MA 5.005 Preventing Employee Pilferage
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- __ MA 5.007 Staffing Your Store
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- __ MA 7.002 Association Services for Small Business
- __ MA 237 Market Overseas With U.S. Government Help

SBBs

__ 1. Handcrafts
__ 2. Home Businesses
__ 3. Selling By Mail Order
__ 9. Marketing Research Procedures
__ 10. Retailing
__ 12. Statistics and Maps for National Market Analysis
__ 13. National Directory for Use in Marketing
__ 15. Recordkeeping Systems—Small Store and Service Trade
__ 18. Basic Library Reference Sources
__ 20. Advertising—Retail Store
__ 31. Retail Credit and Collection
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First Session

Each person in attendance was given a packet of materials which included the following items:

- U. S. Small Business Administration Guides:

  "Ideas into Dollars" Small Business Bibliography #91

  "Thinking About Going Into Business?" Management Aid #2.025

  "Checklist for Going Into Business" Management Aid #2.016

  "Problems in Managing a Family-Owned Business" Management Aid # 2.004

  "Incorporating a Small Business" Management Aid #6.003

  "Selecting the Legal Structure for Your Firm" Management Aid #6.004

- State of Pennsylvania Guide

  "Starting A Small Business in Pennsylvania"

Second Session

Each person was given a packet of materials that included the following:

- U.S. Small Business Administration pamphlets:

"Marketing Checklist for Small Retailers," Management Aid #4.012

"Advertising Guidelines for Small Retail Firms," Management Aid #4.015

"Signs and Your Business," Management Aid #4.016

"Plan Your Advertising Budget," Management Aid #4.018

"Learning About Your Market," Management Aid #4.019

"Advertising - Retail Store," Small Business Bibliography #20

"Simple Breakeven Analysis for Small Stores," Management Aid #1.019

"Factors in Considering a Shopping Center Location," Management Aid # 2.017

"Using a Traffic Study to Select a Retail Site," Management Aid #2.021

"Store Location: 'Little Things' Mean a Lot," Management Aid #2.024

"Marketing Research Proceedures," Small Business Bibliography #9

"Marketing For Small Business," Small Business Bibliography #89

"Insurance Checklist for Small Business," Management Aid #2.018

"Business Life Insurance," Management Aid #2.009

"Managing Employee Benefits," Management Aid #5.008

"Effective Business Communication," Small Business Bibliography #92

"Fact Sheet - To Apply for a Loan"

Third Session

Each person attending the session received a packet of materials containing the following items:

- U.S. Small Business Administration pamphlets:

  "Accounting Services for Small Firms," Management Aid #1.010

  "Analyze Your Records to Reduce Costs," Management Aid #1.011

  "Steps in Meeting Your Tax Obligations," Management Aid #1.013

  "Getting the Facts for Income Tax Reporting," Management Aid #1.014

  "Budgeting in a Small Service Firm," Management Aid #1.015

  "Sound Cash Management and Borrowing," Management Aid #1.016

  "Keeping Records in Small Business," Management Aid #1.017

  "Attacking Business Decision Problems With Breakeven Analysis," Management Aid #1.008

  "Locating or Relocating Your Business," Management Aid #2.002

  "Business Plan for Retailers," Management Aid #2.020

  "Business Plan for Small Service Firms," Management Aid #2.022

  "Preventing Retail Theft," Management Aid #3.004

  "Preventing Burglary and Robbery Loss," Management Aid #3.007

  "Personnel Management," Small Business Bibliography #72

  "Your Business and the SBA"

- State of Pennsylvania pamphlet:

  "Small Business Planning Guide"

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Charles B. Wood, Executive Dir.
Economic Development Comm.
Capitol Station
P.O. Box 12728
Austin, TX 78711
(512) 472-5059

UTAH
Evelyn Lee, Dir.
Economic & Industrial Dev.
Community & Econ. Dev. Dept.
200 S. Main, #620
Salt Lake City, UT 84101
(801)533-5325

VERMONT
Robert Justis, Commissioner
Economic Dev. Dept.
Dev. & Community Aff. Agcy.
Pavilion Office Bldg.
Montpelier, VT 05602
(802)828-3221

VIRGINIA
P. Scott Eubanks, Dir.
Div. of Industrial Dev.
1000 Washington Bldg.
Richmond, VA 23219
(804)786-2660

WASHINGTON
Dennis A. Matson, Assistant Dir.
Industrial Dev. Div.
Dept. of Commerce & Econ. Dev.
101 General Admin. Bldg.
Olympia, WA 98504
(206)753-3065

WEST VIRGINIA
Douglas Skaff, Dir.
Economic Development
Off. of Econ. Community & Dev.
1800 E. Washington St.
Charleston, WV 25305
(304)348-2234

WISCONSIN
James T. Flynn, Lt. Governor
22 E. State Capitol
Madison, WI 53702
(608)266-1018

WYOMING
John Niland, Exec. Dir.
Economic Planning & Devel.
Barrett Bldg.
Cheyenne, WY 82002
(307)777-7287

AMERICAN SAMOA
Joseph Pereira, Dir.
Off. of Development Planning
Pago Pago, AS 96799
(684)633-5155

GUAM
David D. L. Flores, Administrator
Econ. Development Authority
P.O. Box 3280
Agana, GU 96910
(671)472-8821

N. MARIANA ISLANDS
Jesus R. Sablan, Dir.
Commerce & Labor
Off. of the Governor
Saipan, CM 96950
Ov. (671)7261

PUERTO RICO
Jose M. Cobian, Dir.
Industrial Dev. Company
G.P.O. Box 2350
San Juan, PR 00936
(809)758-4747

VIRGIN ISLANDS
Warren L. Trafton, Dir.
Industrial Development Comm.
P.O. Box 1692
St. Thomas, VI 00801
(809)774-8784

For registration flyer

West Chester University

Department of Business Administration
Anderson Hall
(215) 436-2304/2261

West Chester, Pennsylvania 19383

January 1984

Dear Friend:

Thank you for your interest in the Small Business Conferences to be offered by West Chester University. We would like to ask you to complete the enclosed registration form and return it to us as soon as possible.

You will notice that we have asked you to provide your phone number on the registration form. It may be necessary to notify you if the workshop times or location are changed at the last minute due to weather or availability of accomodations. Also, since there is a limited amount of space for each Workshop, we would like to know which Series you would prefer to attend. In most cases, you will probably be able to attend the Series you prefer, but the spaces will be filled on a first come, first served basis, so you may have to come to another Series if your first choice is full. You will be notified if such a change is necessary.

We will be able to make the best advance arrangements for everyone if we know ahead of time how many people will be attending the workshops, but we welcome anyone regardless of whether or not they have pre-registered. So bring your friends, we'll be happy to see them.

If you have any questions concerning the workshops, please feel free to contact me at West Chester University. The phone number is (215) 436-2649. We will look forward to meeting you at the Small Business Conferences.

Sincerely,

Hung M. Chu
Project Director

HMC:gpd
Enclosures

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CO-SPONSORED BY THE U.S. SMALL BUSINESS ADMINISTRATION AND THE VIETNAMESE CHAMBER OF COMMERCE OF GREATER PHILADELPHIA

West Chester University

West Chester, Pennsylvania 19383 (215) 436-2649

SMALL BUSINESS DEVELOPMENT CENTER
Co-Sponsored by the U.S. Small Business Administration
and The Vietnamese Chamber of Commerce of Greater Philadelphia

Small Business Conferences Registration Form

(Please Print)

NAME: _____

ADDRESS: _____

CITY, STATE: _____ ZIP: _____

PHONE NUMBER (Residence): (___) ___-_____ Best time to call: _____

(Buisness): (___) ___-_____ Best time to call: _____

Please check the Series you wish to attend. Indicate first, second, and third preference:

Series I: at University City Sheraton 36th and Chestnut Streets
Philadelphia, PA
(March 3, 17, and 31, 1984) []1st []2nd []3rd

Series II: Location to be Announced
(April 28 and May 12, 26, 1984) []1st []2nd []3rd

Series III: Location to be Announced
(June 23, and July 7, 21, 1983) []1st []2nd []3rd

Please answer the following questions:

1. Do you currently own or operate a business? [] Yes [] No
2. The type of business you own or want to start? _____
3. Your Nationality: _____
4. Your Native Language: _____
5. Your Understanding of English: [] Good [] Fair [] None [] Want to Learn
6. If you are fluent in any language other than your native tongue and/or English, please indicate the language: _____
7. Where did you learn about these Small Business Conferences? _____

PLEASE RETURN THIS FORM TO WEST CHESTER UNIVERSITY

(fold here)

Small Business Development Center
West Chester University
Department of Business Administration
West Chester, PA 19383

Place Postage Here

Small Business Development Center
West Chester University
Department of Business Administration
West Chester, PA 19383

(fold here)

WEST CHESTER UNIVERSITY

SMALL BUSINESS DEVELOPMENT CENTER

WORKSHOP _____ DATE _____

NAME	ADDRESS				
	NUMBER	STREET	CITY	ZIP CODE	TELEPHONE

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BACKGROUND INFORMATION AND SURVEY

(Please print) All participants should answer the following questions:

1. Name: _____

2. Address: _____

_____

3. Home telephone: (____) _____

PERSONAL INFORMATION

1. Year of Birth: _____

2. Place of Birth: _____

3. Number of years in U.S.: _____

4. Marital Status (check one): [] Single [] Married [] Divorced
[] Separated [] Widowed

5. Number of Dependents (people living in your home with you): _____

6. Highest level of formal education (check one):
[] Grade School [] High School [] College [] Graduate School
[] Technical or Trade School
a. If you attended College or a Technical School, please indicate your major: _____
b. Indicate the year you most recently were enrolled in school: _____

7. List any business or professional skills (e.g. typing, accounting, etc):

_____

_____

_____

INTERESTS

1. I would like to know more about (check all that apply):
[] Records [] Bookkeeping [] Accounting [] Cost Controls
[] Purchasing [] Advertising [] Marketing [] Sales Forecasting
[] Sales development [] Organization form
[] Business location [] Loan Applications
[] Other: _____

FOR BUSINESS OWNERS
(Only those participants who now own or operate a small business should answer the following questions)

1. Business Name: _____
   Address: _____
   _____
   Business telephone: (___) _____
2. Type of business (check one):
   [] Retail [] Wholesale [] Manufacturing [] Services/Professional
3. Number of employees: _____Full-time (more than 35 hours per week)
   _____Part-time (less than 35 hours per week)
4. Are all of your employees members of your family? [] Yes [] No
5. Do you anticipate an expansion of your business in the next year or two?
   [] Yes []No
6. What were the principal sources of financing that you used to start your business (check all that apply):
   [] My own salary/savings [] Friends and relatives [] Commercial bank
   [] Small Business Administration [] Other (specify) _____
7. Did you own your own business at any time in the past (before the one you currently own)? [] Yes [] No
   a. If Yes, what type of business did you own before? _____
   b. How long did you have your previous business? _____
8. What previous experience best prepared you for owning your current business?

FOR THOSE CONSIDERING STARTING THEIR OWN BUSINESS:
(Answer these questions if you do not own your own business now)

1. Current occupation: _____
2. Have you owned or operated a small business at any time in the past?
   [] Yes [] No
3. Have you ever been employed in a business like the one you want to start?
   [] Yes [] No
   a. If yes, how long were you employed in that business? _____
4. What type of business do you plan to enter?
   [] Retail [] Wholesale [] Manufacturing [] Services/Professional
5. Indicate your reasons for starting a business?

6. Do you anticipate the need to borrow money to start your business?
   [] Yes [] No
   a. Where will you borrow money (check all that apply):
      [] My own salary/savings [] Friends and relatives [] Commercial Bank
      [] Small Business Administration [] Other (specify) _____
7. Do you expect that most of your employees will be members of your family?
   [] Yes [] No

Thank you for taking the time to complete this questionnaire

WORKSHOP EVALUATION QUESTIONNAIRE

Please help us to improve future workshops by taking a few moments to fill out this questionnaire. We are interested in you criticisms as well as your comments.

****

Write your rating of the workshop for the following questions using this scale:

5 = Excellent
4 = Good
3 = Average
2 = Fair
1 = Poor

_____ 1. Overall opinion of the speakers.
_____ 2. Style and method of the speakers' presentations.
_____ 3. Speakers' knowledge of their topics.

The speaker I liked best was _____

because _____

****

Answer the following questions using this scale:

3 = True
2 = I don't know or I don't have an opinion
1 = Not true

_____ 1. This workshop was very useful to me.
_____ 2. I will try to come to the next workshop.
_____ 3. I would encourage my friends to come to the next workshop.
_____ 4. The workshop location is convenient for me.
_____ 5. The time of the workshop is convenient for me.
_____ 6. I understand more about starting a small business than I did before the workshop.
_____ 7. The materials distributed to the participants will be useful to me.
_____ 8. I would like to see the SBA materials, which were distributed to the participants, translated into the _____ language.

Please print your answers to the following questions:

1. What do you think should be done to improve the workshop?

2. What would you like to see discussed at future workshops?

3. What did you like best about the workshop?

4. What did you like least about the workshop?

5. Would you like to see the Small Business Development Center of West Chester University offer on-going technical assistance to people starting in business?

****

Thank you for taking the time to fill out this questionnaire.

Certificate of Completion

West Chester University

Department of Business Administration
Anderson Hall
(215) 436-2304/2261

West Chester, Pennsylvania 19383

May 1984

Dear Friend:

We are happy to be awarding you a certificate in recognition of your attendance at the Small Business Workshops this Spring. As you know, this certificate may be useful to you, when applying for loans for your business. We hope that you have found the workshops useful and informative and that your understanding of business practices has been enhanced.

Workshops similar to the ones you have attended will hopefully be offered to groups in other areas of the country. We must ask your help in our preparation of guidelines for other groups who may offer such workshops. Enclosed you will find a questionnaire and a return envelope. Please take the time to complete the questionnaire and return it to us. Your comments will help future workshops to provide valuable information to other prospective entrepreneurs, like yourself. Your cooperation will be most appreciated.

Thank you again for your interest in the Small Business Workshops. We hope that they will help you to realize your goal to own and operate your own successful small business.

Sincerely,

Hung M. Chu,
Project Director

HMC:gpd

West Chester University

SMALL BUSINESS PROGRAM

Pangxiong Siriratthasuk

A29

This is to certify that on this date, *March 31, 1984* **the above named individual has completed a series of small business seminars conducted by West Chester University**

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Director, Small Business Development Center